REMARKS

The Office Action in the above-identified application has been carefully considered and this amendment has been presented to place this application in condition for allowance. Accordingly, reexamination and reconsideration of this application are respectfully requested.

Claims 1, 3–7, and 9–14 are in the present application. It is submitted that the claims, as originally presented, were patentably distinct over the prior art cited by the Examiner, and that these claims were in full compliance with the requirements of 35 U.S.C. § 112. Changes to the claims as presented herein, are not submitted for the purpose of patentability within the meaning of 35 U.S.C. sections 101, 102, 103 or 112. Rather, these changes are submitted simply for clarification and to round out the scope of protection to which Applicants are entitled. Claims 2 and 8 are cancelled.

Attached hereto as an Appendix entitled "Version with Markings Showing Changes Made," is a marked-up version of the changes made to the claims by this Amendment.

Claims 1–14 were rejected under 35 U.S.C. § 102(e) as being anticipated by Herz et al. (U.S. Patent 5,758,257). However, the present invention uses "a general user model," "an initial user model," and "a study user model." (Claims 1 and 7) The general user model is developed based on audience research. The initial user model is based on an input user profile and the general user model. The study user model is based on the user's viewing history and the initial user model. Hence, the present invention uses three separate models. Although similar, Herz uses a single customer profile which is initially set based on demographics. This same customer

profile is adjusted based on his viewing patterns. Thus, Herz uses a single viewing model, rather than the three viewing models used in the present invention. Therefore, for at least this reason, Herz fails to anticipate the present invention and claims 1, 3–7, and 9–14 should now be allowed.
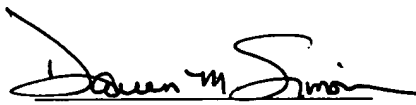
In view of the foregoing amendment and remarks, it is respectfully submitted that the application as now presented is in condition for allowance. Early and favorable reconsideration of the application are respectfully requested.

An extension of time fee is deemed to be required for the filing of this amendment. No other fees are anticipated, but if such are, the Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 50-0320.

If any issues remain, or if the Examiner has any further suggestions, he/she is invited to call the undersigned at the telephone number provided below. The Examiner's consideration of this matter is gratefully acknowledged.

Respectfully submitted,
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Appendix
Version with Markings Showing Changes Made

IN THE CLAIMS

Cancel claims 2 and 8.

Please amend claims 1 and 7 as follows:

—1.   (amended) An information retrieval method, comprising the steps of:

forming a general user model based on statistical data obtained by audience

research on the actions of users; said general user model having general user selection

taste data; [specific user's own initial user model based on the general user selection taste

data consisting of classification items and information contents on the basis of the general

user group classified according to an user attribute and/or the state of information

utilization, and based on the basic information selection taste date of said specific user]

inputting a user profile for a specific user;

forming an initial user model for said specific user based on said general user

selection data and said user profile;

forming a study user model on the basis of said initial user model and an

information selection history for said specific user; and

retrieving the information suiting said specific user based on said [initial] study

user model.—

—7.   (amended) An information retrieval apparatus, comprising:

general user model forming means for forming a general user model based on

statistical data obtained by audience research on the actions of users; said general user

model having general user selection taste data [storing means for storing the general user

selection taste data consisting of classification items and information contents on the

basis of the general user group classified according to an user attribute and/or the state of

information utilization];

input means for inputting a user profile for a specific user;

initial user model forming means for forming an [specific user's own] initial user

model for said specific user based on said general user selection [taste] data and said user

profile; [read out from said storing means and the basic information selection taste data of

said specific user]

study user model forming means for forming a study user model on the basis of

said initial user model and an information selection history for said specific user; and

retrieving means for retrieving the information suiting said specific user based on

said [initial] study user model.—